

# Manage Product Reviews

## Overview

Allow your customers to submit feedback about a product. These can be vetted by an Administrator prior to publishing.

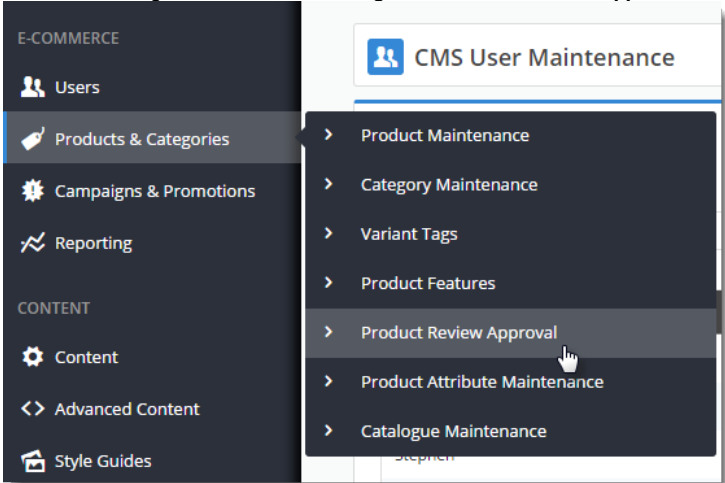
These ratings and reviews are displayed on the product detail page, and can influence and inform other users during their own buying process. Displaying genuine user reviews is a great way to build trust with your current and potential customers. Holding product reviews for an Administrator to approve or reject allows the opportunity to filter out spam or other inappropriate content.

This article will guide you through the approval and response process for product reviews on your site. For guidance on implementing ratings and review functionality for your customers, see our [Product Reviews](#) article.

## Step-by-step guide

To manage Product Reviews:

1. In the CMS, navigate to **Products & Categories Product Review Approval**.



2. Any pending reviews will be displayed. You can also filter records by status:

- *Approved*
- *NOT Approved*
- *Rejected*

3. Use the radio button to select the review you'd like to action.

A screenshot of the 'Product Review Approval' form. At the top left is a 'Modify' button with a pencil icon. Below it, it says '1 records. (1 page)'. The form contains several fields: 'Product Code' (CV412) with a text box and a description 'Ballpoint pen, colour-coded cap, Assorted colours, Fine'; 'Rating' (4) with a text box; 'Review Title' (Great pens, great price) with a text box; 'Review Text' (I'm very happy with these pens. They write for ages and aren't overpriced. Sometimes the caps become stuck, but this seems to lessen over time.) with a large text area; 'Reviewer Name' (Joe Bloggs) with a text box; 'Reviewer Email' (jbloggs@commercevision.com.au) with a text box; and 'Reviewer Location' (Sydney) with a text box.

4. If you need to change something, click **Modify**. After you've edited, click **OK** to save.

5. **Approve or Reject** the review by clicking the relevant button against the record.

Approval of Product Reviews						
Status Restrictions (Approved)						
Search For : <input type="text"/> Contains Starts With <input type="text"/> Search						
Product Code	Rating	Review Title	Review Text	Reviewer Name	Reviewer Email	Reviewer Location
* Ballpoint pen, colour-coded cap, Assorted colours, Fine	4	Great pens, great price	I'm very happy with these pens. They write for ages and aren't overpriced. Sometimes the caps become stuck, but this seems to lessen over time.	Joe Bloggs	jbloggs@commercevision.com.au	Sydney
				Approve Reject		

6. **Approved product reviews will now appear on the website.**

### Customer Reviews

4 stars based on 1 review

[Write A Review](#)

**Great pens, great price**

★★★★☆

I'm very happy with these pens. They write for ages and aren't overpriced. Sometimes the caps become stuck, but this seems to lessen over time.

Joe Bloggs, Sydney  
7 Apr 2015

## Admin responses

Having a Customer Service rep or other administrator reply to a product review adds a personal touch and creates a dialogue between you and your customers.

If your site is running version 4.09+, you can reply to individual reviews and have those responses displayed on the web. The original reviewer will also receive your response via email.

**Great machine**

★★★★★

Excellent for training.

Joe, Sydney  
10 Nov 2015

**Hi Joe, We're so glad you're happy with your purchase! Thanks for taking the time to leave a review.**

*Cheers! - The CV Team*

To enable this option:

1. In the CMS, navigate to **Content Pages & Templates**.
2. Find and **Edit** the **Product Detail** page template.
3. Find and **Edit** the **Product Reviews** widget.
4. Tick the option to **'Show Admin Replies'**.

The screenshot shows the 'Product Reviews' configuration interface. On the left is a sidebar with a search bar and a list of tabs: 'General Options' (selected), 'Personalisation', 'Titles', 'Notifications', 'Buttons', and 'Prompts'. The main area is titled 'General Options' and contains several settings:

- Description:** A text input field.
- Layer:** A dropdown menu set to 'All Pages'.
- Show Write Review Button?** A checkbox that is checked.
- Default Number of Displayed Reviews:** A text input field with the value '4'.
- Show Reviewer Location?** A checkbox that is checked.
- Show Admin Replies?** A checkbox that is checked.
- Admin Reply Signature:** A text input field containing 'Cheers! - The CV Team'. This field is highlighted with a red rectangular border.

5. Enter the signature text you'd like to display in the '**Admin Reply Signature**' field. This will be displayed below the admin response text.

6. **Save** your changes.



If you'd like an email alert sent to your site Admin to advise of new product reviews, simply [contact our Support Team](#).

## Additional Information

The reviewing user will have the administrator's response emailed to them.

If you wish to customise the format of this email template, simply navigate to **Content Emails** and edit the **Product Review Notification** email.

For information on configuring Product Reviews, see [Product Reviews](#)

<b>Minimum Version Requirements</b>	04.09.00
<b>Prerequisites</b>	--
<b>Self Configurable</b>	Yes
<b>Business Function</b>	Marketing
<b>BPD Only?</b>	Yes
<b>B2B/B2C/Both</b>	Both
<b>Third Party Costs</b>	n/a

## Related help

- [Custom Fields](#)
- [Customisation Resources](#)
- [Product Features](#)
- [Default Product Image in a List](#)
- [Product Variants](#)

## Related widgets

- [Product Reviews Widget](#)

